

**MINUTES OF THE
UTAH INTERNATIONAL RELATIONS AND TRADE COMMISSION**

Thursday, July 17, 2014 – 9:00 a.m. – Room 250 State Capitol

Members Present:

Sen. Mark B. Madsen, Chair
Rep. Eric K. Hutchings, Chair
Sen. Patricia W. Jones
Rep. Keith Grover
Rep. Robert M. Spendlove
Mr. Brett W. Heimburger
Mr. Christopher T. Pieper

Members Absent:

Sen. Peter C. Knudson
Rep. Janice M. Fisher
Rep. Lynn N. Hemingway
Mr. Kirk L. Jowers
Mr. Harvey J. Scott

Staff Present:

Mr. Richard C. North, Policy Analyst
Mr. Robert H. Rees, Associate General Counsel
Ms. Debra Hale, Legislative Secretary

Note: A list of others present, a copy of related materials, and an audio recording of the meeting can be found at www.le.utah.gov.

1. Commission Business

Chair Madsen called the meeting to order at 9:27 a.m. Rep. Fisher, Rep. Hemingway, Mr. Jowers, and Mr. Scott were excused from the meeting.

Chair Madsen had the new members of the commission introduce themselves, as well as Mr. Derek Miller, President and CEO, World Trade Center Utah.

MOTION: Sen. Jones moved to approve the minutes of the May 14, 2013, meeting. The motion passed unanimously.

2. Legislative Trade Mission Report: Peru

Chair Madsen reported on a recent legislative trade mission to Peru and the effect it has had on related economic development contracts and other possible economic development opportunities.

Rep. Hutchings shared discussions he had with an international deputy assistant administrator, reviewing his expertise and focus on Utah's local government and developing domestic relations with the states. He commented on the great job Utah does with hosting international visitors and events, and he recommended Utah also develop sister relationships with other countries. He expressed his desire for the commission to explore in future meetings these types of relationships, which would provide contacts for businesses interested in developing export opportunities.

One of the administrator's comments, stated Rep. Hutchings, was that a sister relationship should be established correctly during trips such as the recent ones to China and Peru. He added that the relationship should have very clear, specific statements about what the state of Utah will provide, such as services, protection, and connections, and the sister countries will reciprocate by providing the same services. He said this can build a level of trust and sympathy with other nations and subnational governments.

In the next commission meeting, Rep. Hutchings stated that he would like to see a discussion of ways to encourage companies that are already exporting to consider a new market in Utah.

Mr. David Utrilla, Utah Honorary Consul – Peru, and President, U.S. Translation Company, said that Peru has had great relations with Utah for several years and now has trade opportunities with the state. He said that Peru is one of the largest producers of gold, refined in Utah and sold in Europe, which provides jobs in both countries. Last year, he said, the largest trade mission in history between a foreign country and the state of Utah, or any state in the U.S., was between Utah and Peru. A unique quality of relations with Utah, Mr. Utrilla stated, is that Utah ambassadors offer services as a trade for the services they desire from Peru, which helps establish strong relations, trust, and credibility for both countries. Utah is Peru's second largest trade partner, he said, and, though Peru is a small country, state of Utah time, effort, and money invested in the country will reap greater dividends than in any other country.

He said that Utah has fifteen active humanitarian organizations in Peru, which has established solid relations between the two countries and has helped Peruvian citizens become self-sufficient. He added that Peru seeks the technology and know-how found here in Utah. Mr. Utrilla said that Peruvian immigration to Utah is the second largest next to Mexico. He said that Visas to Utah are hard to obtain, but many Peruvians seeking them are highly educated and financially independent. He hears positive comments from Peruvian business officials transferring to Utah from other U.S. states, indicating they have easy access to helpful contacts in the state, including the governor.

Mr. Utrilla invited commission members to attend Peru Fest Utah, July 26, 2014, from 11:00 a.m. to 6:00 p.m., at the Utah Cultural Celebration Center, 1355 West 3100 South, West Valley City, where Peruvians will showcase their culture's art, dance, music, and food. He said that Utah Valley University (UVU) has declared next month as the year of Peru and will begin Global Spotlight Peru on September 12 at 5:00 p.m. in the UVU Ballroom. He said that events will occur each month through the end of the year, and all activities will focus around Peruvian trade, culture, arts, food, and music. He said speakers will include members of the Governor's Office of Economic Development, the Peruvian Embassy, UVU Officials, and the Peruvian community.

3. Legislative Trade Mission Report: Switzerland

Rep. Jacob L. Anderegg said that he, Sen. Madsen, Rep. Hughes, and representatives from the Utah Transit Authority traveled at personal expense to Switzerland to study the country's mass transit system and attend the Swiss Economic Forum – Interlaken and were able to make business and political connections with the assistance of the Swiss general consul, Swiss honorary consul, and the secretary of trade and international commerce. He said they met with Mr. Peter Spuhler, President and CEO, Stadler Rail, who committed to visit Utah.

Mr. Daniel Oswald, Honorary Consul – Switzerland, said that over 500,000 jobs in the U.S. are created by Swiss companies annually. He said that Swiss people are hard-working, educated citizens and that Switzerland has always been a top foreign-direct investor in the U.S. He indicated there is an opportunity for some of that money to come to Utah. He said that with the recent contacts Utah has made, it is time-critical to connect with Swiss business contacts.

MOTION: Rep. Hutchings moved to authorize staff to begin drafting a letter template and process to extend official invitations to business and political executives from other countries with the goal of discussing trade missions to Utah. The motion passed unanimously. Sen. Jones was absent for the vote.

Ms. Sophia DiCaro, Deputy Director, Governor's Office of Economic Development (GOED), said that she, Mr. Vincent Mikolay, Managing Director, International Trade and Diplomacy, GOED; and Mr. Heimbürger, Director, International Trade, International Trade and Diplomacy Office, GOED; (shortly

upon their return trip from Israel) will be prepared to present a targeted business strategy in partnership with the World Trade Center. She said that they would appreciate the opportunity to inform the commission of what they are doing with limited resources to bring out the highest return on investment for the state. She said that, in coordination with the governor, they would also look forward to supporting a Spuhler delegation with a letter drafted on a team level.

In conclusion, Ms. DiCaro invited the commission to attend the Utah Global Forum, a large event that will take place on September 24, 2014, and requested that the commission advertise it through its networks.

Mr. Franz Kolb, Director, Diplomacy and Protocol, Governor's Office of Economic Development, stated that the key to successful business with other nations is successful personal relationships, strategy, and follow-up.

Rep. Anderegg said that he will schedule a meeting with Ms. DiCaro, Mr. Miller, and other interested parties to discuss how the letter template should be drafted. (The goal is that the template be completed to mail a letter to Mr. Spuhler in August.)

4. Other Items/Adjourn

MOTION: Rep. Spendlove moved to adjourn the meeting. The motion passed unanimously. Sen. Jones was absent for the vote.

Chair Madsen adjourned the meeting at 12:04 p.m.